

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/2020

DEN 5220 – BUSINESS COMMUNICATION IN THE DIGITAL AGE

(All sections / groups)

**3 MARCH 2020
2:30 p.m. – 4:30 p.m.
(2 Hours)**

INSTRUCTIONS TO STUDENT

1. This Question Paper consists of **six** pages.
2. Answer **ALL** questions in **Sections A and B**.
3. Write all your answers in the Answer Booklet provided.

SECTION A [35 MARKS]**Task 1: Multiple-Choice Questions (20 marks)**

Instructions: Read each question and choose the BEST answer.

1. These situations interfere with the ability to listen effectively **except** _____.
 - A. other ideas that challenges our own ideas
 - B. emotion-laden words that leave strong impact
 - C. non-verbal signals that correspond to the verbal messages
 - D. physical conditions such as hearing disabilities and noisy environment
2. An Annual General Meeting (AGM) for shareholders is an example of _____ communication.
 - A. internal formal
 - B. external formal
 - C. internal informal
 - D. external informal
3. Daniel is working in Singapore, and he needs to get some data from his business partner who is based in London in order to complete his report the following day. The choice of medium that he will use to communicate will depend on these factors:
 - I. cost
 - II. time
 - III. distance
 - IV. complexity
 - A. I and II only
 - B. I, II and III only
 - C. II, III and IV only
 - D. All of the above
4. Which one of these statements is an example of interpersonal communication?
 - A. A Coca-Cola taste challenge roadshow held in campus.
 - B. The commercial advertisement that we see on YouTube.
 - C. A secretary reminding herself of an important meeting after lunch.
 - D. A group of workers complaining to a supervisor about unfair treatment.
5. _____ carries a great deal of meaning between people. It could possibly mean different things to the sender and the receiver. This is especially true between cultures. Still, it is used to emphasise our words and to attempt to clarify our meaning.
 - A. Silence
 - B. Distance
 - C. Gestures
 - D. Eye contact

Continued...

6. If you are preoccupied with a problem, you may be inattentive at a team meeting. Likewise, prejudice and defensive feelings can interfere with communication. These are due to _____ noise in communication.
- A. social
 - B. physical
 - C. technical
 - D. psychological
7. Mr David White plans to hire John Wong to be his new accounts executive. Mr White is confident that John Wong is able to do calculation better than Nanthini Balakrishnan, another candidate for the same position, as he is a Chinese. This idea exists due to _____.
- A. tolerance
 - B. stereotype
 - C. individualism
 - D. ethnocentrism
8. Two co-workers were actively talking when suddenly one of them started to whisper. The act of whispering reflects the secrecy of the content of their conversation. The type of such communication is called _____.
- A. silence
 - B. chronemics
 - C. paralanguage
 - D. environmental factor
9. The best choice of infographic to share a collection of tips, or a set of resources, or a series of examples is _____.
- A. list infographic
 - B. process infographic
 - C. timeline infographic
 - D. statistical infographic
10. Which of these statements about upward communication are **correct**?
- I. It moves from a subordinate to a manager.
 - II. It helps improve loyalty amongst employees.
 - III. It happens when employees may not have direct reporting relationships.
 - IV. It is the key input in decision making for the top management of the company.
- A. I and II only
 - B. I, II and IV only
 - C. II, III and IV only
 - D. All of the above

Continued...

11. These are the guidelines to make the most of social networks for both personal branding and company communication **except** _____.
- A. manage conversational threads
 - B. maintain a consistent personality
 - C. mix business and pleasure to build the community
 - D. restrict conventional promotional efforts to the right time and right place
12. A manager creates an open space with few partitions separating workers' desks to encourage an unrestricted flow of communication between the workers, and this non-verbal communication is known as _____.
- A. haptics
 - B. kinesics
 - C. proxemics
 - D. chronemics
13. Identify the **true** statements about ethical business communicators.
- I. They should do honest reporting.
 - II. They should know the law and follow them.
 - III. They can be assertive of their opinions without providing proofs.
 - IV. They can claim credit for ideas that belong to others without acknowledging the originators.
- A. I and II only
 - B. I, II and IV only
 - C. II, III and IV only
 - D. All of the above
14. We should be careful of the content of our social media accounts and ensure that we _____.
- A. are not tagged to any unflattering photos
 - B. are reactive towards any online arguments
 - C. share funny jokes and assume everyone enjoys our jokes
 - D. should share as many posts as possible per day regarding our daily activities
15. Which of the statements is an example of a business message using good tone?
- A. This email serves to inform you that you have to attend the upcoming mandatory meeting.
 - B. You did not assemble the parts correctly, so the product does not function properly.
 - C. We regret to note that despite previous requests and reminders, we still have not received your payment.
 - D. THE BALANCE PAYMENT REMAINS UNPAID, AND YOU HAVE IGNORED OUR REQUESTS FOR PAYMENT OF THIS BALANCE.

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16. A lower-level employee who has to make a presentation to a group of more senior upper-level managers may be nervous at first even if his information and presentation skills are good. This could be due to personal differences from the _____ aspect that can cause distortion or noise in the communication process.
- A. social status
 - B. ethnic origins
 - C. religious belief
 - D. education background
17. In a _____ interview, an interviewer might use painful or aggressive questioning tactic such as asking the same question again and again, pretending not to fully understand your prior answer.
- A. stress
 - B. working
 - C. open-ended
 - D. behavioural
18. During a meeting, an effective Chairperson should be able to _____.
- I. exercise partial judgement
 - II. manage the flow of the discussion
 - III. use various strategies to manage interaction
 - IV. be sensitive to the time that the group is spending on an issue
- A. I and II only
 - B. I, II and III only
 - C. II, III and IV only
 - D. All of the above
19. When you are giving a presentation at work, you should consider briefly introducing yourself and your background. What is the purpose of this?
- A. To arouse interest
 - B. To build credibility
 - C. To preview your presentation
 - D. To stretch the time of your presentation
20. Choose the **correct** statement regarding business communicators in high context cultures.
- A. They rely on facts, data and logic.
 - B. They value relationships, harmony and status.
 - C. They have no problem in making demands and showing true feelings.
 - D. They assume the listeners know little and must be told everything directly.

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Task 2: Case Study (15 marks)

Instructions: Read the following scenario and answer all questions.

Carmen is a secretary, and her manager, Mr Raj had informed her last week to arrange for a meeting scheduled at 9:30am today. She sent the notice to all members of the meeting yesterday without including the meeting agenda. Most members of the meeting were unhappy as the notice of meeting was given just a day before the meeting, and they complained to Mr Raj.

During the meeting, Carmen noticed that many of members were frowning when she walked into the meeting room. The image from the LCD projector was rather blurred. Carmen felt distracted. She could not focus on taking down notes during the meeting. When Mr Raj discovered that she had even forgotten to send out the minutes of the last meeting to all members, he rolled his eyes and slammed his palm onto the table. In a harsh tone, he also said Carmen should consider leaving the company as she was not able to do her tasks well. Carmen felt embarrassed and upset even though she knew that she was at fault.

At lunchtime, Carmen decided to post how she felt about what happened to her on one of her social network accounts which has public setting. She uploaded a similar post after work. Then, Carmen decided to go 'live' on her Facebook account to explain what happened to her at work, and expressed her dissatisfaction. She made fun of her colleagues and even her manager. That actually led to an argument online between her and one of her colleagues.

The next day, Carmen was surprised to receive a phone call from Mr Raj informing her that what she did on her social network account is unethical, and warned her that she could get into trouble. Carmen could not understand the reason behind the warning from Mr Raj.

1. a) State the three mistakes that Carmen did with regards to meeting procedure. (3 marks)
b) Based on Carmen's mistakes, suggest three correct measures that she should have taken before the meeting. (3 marks)
2. Name the type of communication flow that took place when the members of the meeting complained to Mr Raj. (1 mark)
3. Identify the two types of non-verbal type of communication displayed by the members of the meeting and Mr Raj. What message can be obtained from these non-verbal communication? (3 marks)
4. What were the two types of noise faced by Carmen that caused her to lose focus in taking down notes during the meeting? Provide the one example for each type of noise. (4 marks)
5. Provide one possible reason why Mr Raj felt what Carmen did in her Facebook account was unethical. (1 mark)

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SECTION B [15 MARKS]

Instructions: Read the letter below and complete the given task by using **open punctuation and fully blocked layout** of a formal letter. Your letter should be about **200 words**.

SITUATION:

Dear Sir/Madam

Poor Maintenance of Taman Bukit Jati

On behalf of the residents of Taman Bukit Jati, I am highlighting the dismal conditions we have been putting up with in our residential area for the past three months.

One of the main grouses of the residents' concerns is uncollected garbage. Initially, garbage was collected three times a week. However, since November 2019, the garbage collectors have only been coming once a week. Our litter bins are always filled to the brim, and we have no choice but to leave our bags of garbage next to the bins. The rotting waste causes a terrible stench. Worse still, stray cats and dogs scatter the rubbish while looking for food. This is not only unpleasant but also unhealthy.

Besides that, most of the drains in Taman Bukit Jati are clogged with garbage resulting in the water becoming stagnant. It is common to see plastic bags, bottles and dry leaves in these drains. There is an urgent need to clear these drains as the stagnant water is an ideal breeding ground for mosquitoes. Furthermore, the residents are worried as there has been a sharp increase in dengue cases in the last two months.

I hope the council will look into our complaints and take prompt action to solve this matter.

Thank you.

Yours faithfully

Ravi K

Mr. Ravi Kumar

Secretary

Taman Bukit Jati Residents' Association

Based on the letter above, as an administrative officer from the Municipal Council, write a reply **letter** to Mr. Ravi Kumar. Provide two explanations for the uncollected rubbish and state two actions that the Municipal Council will take regarding the uncollected rubbish and the clogged drains. You may add any necessary details.

End of Paper